

Fitchburg Public Library

2014 Annual Report

Collection

The library collection grew to nearly 95,000 items in 2014, exceeding the 86,581 items required to meet Dane County library standards three months ahead of schedule. Over 16,000 items were added to the collection in 2014, and the Adult & Technical Services Department was able to efficiently get each of these items ready to be checked out by patrons. This included approximately 430 adult items selected from donations.



We started building our new North American History Collection in 2014, which is funded by a generous grant from the Madison Community Foundation and further supported by the Friends of the Fitchburg Library. Over 400 items were added to the collection in 2014. One program was held in conjunction with the collection; War Stories - A Civil War Authors' Panel. The collection was publicized with a special display, book marks, and a webpage. This collection will continue to grow in 2015.

The library also joined the Dane County Seed Library, giving our patrons the opportunity to check out many varieties of herbs and vegetables, including tomatoes, spinach, chives, and lettuce. At the end of the growing season, patrons were encouraged to bring back seeds from the plants they grew to become the start of next year's seed library.



Services

Circulation

Library patrons checked out 388,074 items at the Fitchburg Public Library in 2014, including 83,689 items that were placed on hold. Circulation staff processed 787,750 returns, both through our automated materials handling system and by manual check-in. Our library system currently has 15,103 library accounts for patrons living in Fitchburg. Close to 1,000 new Fitchburg library cards were issued in 2014, with 754 new resident card holders and 221 new non-resident card holders.

At the end of 2013, the original Kindles were upgraded to new Paperwhite Kindles, and they have remained extremely popular with library patrons. Fitchburg's 10 Kindles circulated 227 times last year. The library also has 10 laptops available for patron use within the library, and these were used 516 times in 2014.

Each of the "Lucky Day" collections were extremely popular again, with more than 7,000 Lucky Day DVDs and 1,200 Lucky Day books being checked out in 2014. These collections contain new and popular items that are available only to patrons in the building, and they are not able to be reserved or renewed.

Programming – Kids and Teens

Youth Services hosted 268 programs in 2014 with 9,647 attendees! In addition to storytimes, special programs included Toddler Art, Plant a Tree! It's Arbor Day!, Super Hero Party, and Bubble Wonders.



59 teen programs were held over the course of the year with 243 attendees. There were regular meetings of the Teen Library Council and special programs such as Nerdy Girls' Night and Photo Booth Bookmarks.



The Youth Services department also participated in 27 outreach visits to area schools, which had 2,536 attendees. These visits promote literacy and special programs such as Summer Reading.

Programming - Adults

In 2014, there were 69 adult programs with 1017 attendees. This is an attendance increase of over 400 people from 2013.

Some of the highlights from the 2014 program schedule include the continuing success of the Wednesday Morning Book Discussion, Cookbook Club, Green Thursdays Film Series, and an antiques appraisal event co-sponsored by the Friends of the Fitchburg Library and the Fitchburg Senior Center. Our two Summer Concerts were also well attended.

Most of our adult programs are the result of partnering with other organizations. In 2014 these organizations included the Wisconsin Women's Business Initiative Corporation (WWBIC), Solar Cooks in Dane, Sector 67, Madison Opera, Mixed Blood Theatre, Madison Audubon Society, Freewheel Bike Shop, and SlaveFree Madison.



Electronic Services

After a brief hiatus due to staff turnover, Technology Classes have had an increase in offerings with an average of four classes offered each month. Over the course of the year, 27 programs were offered and 73 people attended. Tech Tutor sessions, a one-on-one appointment with a librarian, have continued to be popular as well.

The computers in the technology center and throughout the library continue to be well used, with 26,475 computer sessions occurring in 2014. In addition, patrons are making good use of the free wireless in the building, using 207,871 wireless sessions over the course of the year.

Study, Meeting, and Family Computer Rooms

Fitchburg Library has 4 study rooms from patrons to use on a first-come, first-served basis, and these rooms are in near constant use. Meeting rooms, which are reserved online, were also heavily used, with 1,108 meetings held in 2014.

The family computing center has been a big success. Families with babies especially seem to appreciate it. It is regularly used, from 3-6 times per week. Having a room with a closed door enables families with small children to use the library comfortably – free from worry that a child will make too much noise or will wander.

Special Events



The third annual Fitchburg Library Summer Reading Program was a great success. 890 people (129 adults, 89 teens, and 672 children) registered for the program. Summer reading prizes were awarded at the end of the program, both little prizes and big prizes: a Keurig coffee maker for the adults, a Kindle Fire for the teens, and gift cards to GameStop, iTunes, and Barnes and Noble for the kids. Completion rates were up across the board: adult completion was up 11%, teen completion was up 18%, and child completion was up 2% over 2013 numbers.



The 7th annual Halloween Hunt was attended by an estimated 650 children and parents. In addition to the costume character scavenger hunt, there were games, crafts, a balloon twister, and a magic show. FACTv set up a green screen to take photos of kids with Halloween-themed backdrops. The movie ParaNorman and popcorn capped off the evening.



75 people attended our first Touch-a-Truck program. We partnered with the Fitchburg Police Department, Fitchburg Fire Department, Fitchburg Parks & Recreation and Fitch-Rona EMS.

There were craft activities, a storytime, and of course lots of vehicles for the kids to explore.



Strategic Planning

The library began a strategic planning process in the fall of 2012 and crafted a plan to cover from 2013 through 2016. After an initial round of study and data collection, a plan was formulated to address 5 critical issues, with action teams led by a library manager and a board member as co-chairs.

The action teams have been working on many projects, several of which were completed and implemented in 2014. A new collection policy was created to help guide the selection of items for reaching the Dane County standard. A program toolkit was developed, containing information for staff to guide them through the whole process of generating ideas, involving partners, and publicizing their programs. With support from the Friends of the Fitchburg Library, an i-Pad station with literacy apps for kids was installed in the children's area of the library. A directory of library partners was created to allow library staff to make the most of the relationships we have in the community.



In conjunction with the celebrations for the library's third birthday in the summer, a Strategic Plan Open House was held. A powerpoint slide show summarized the history and progress of the plan, the Mayor spoke, and light refreshments were served.

Staffing

Circulation welcomed several new employees to the library in 2014, and also saw a number of promotions. Sarah Wyatt was hired as a new LA 1, and Kelsey McCarthy and Lisa Stippich were hired as LA 1 LTEs. Michelle Morse, Tyler Oakey, Beth Sailor, and Rachel Widra were all hired as Shelves, and Carolyn Hasselkus, A'Kiva Wright, and Sophia Foldvari joined the library staff as temporary summer shelvees.



Sarah



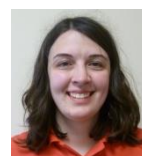
Kelsey



Lisa



Michelle



Tyler



Beth



Rachel



Carolyn

Tanya Bolchen was promoted to the full-time LA 3 position in Circulation, and Cameron Cook, Kelsey McCarthy, and Lisa Stippich were all promoted to LA 1 positions at the library. Carloyn Hasselkus also joined the library staff as a permanent shelver at the end of her temporary term.



Tanya



Cameron



Allison

In addition to regular staff members, Alison Anderson came back twice during the year to serve as an LA 1 LTE during the busy summer period and again at the winter holidays.

The Adult Services Department welcomed Rebecca Swanson as a Reference Librarian. Rebecca was previously an LA I in the Access Services Department. Kayce Henderson joined the department as an LA II. Tegan Stringfield was hired as the new Electronic Services Librarian.



Rebecca



Kayce



Tegan

The Youth Services department welcomed Jamie Hernandez as the new Teen Librarian. Jamie was an LA II in adult services prior to her promotion to Teen Librarian. Kelly Witt became the new Youth Services Librarian, and Rachel Behnke was hired as a new LA II.



Jamie



Kelly



Rachel

The library welcomed one new baby to a staff member in 2014 – Jamie Hernandez had baby Adam in March.



Volunteers

8 adult volunteers gave more than 786 hours of their time in the Circulation department in 2014, helping the department pull pick list items, shelve returns and organize holds.

Teen volunteers were also active in the library this past year. 123 volunteers gave 468.6 hours in 2014! Volunteers sorted books, shelved DVDs, and assisted in programs for younger kids, including the Halloween Hunt.

Professional Development and Activities

With the help of generous support from the Friends of the Fitchburg Library, several library staff attended conferences in 2014. Wendy Rawson attended the Public Library Association's biennial meeting in Indianapolis in March. Phil Hansen and Tim Powers attended the American Library Association annual meeting in Las Vegas in late June. Tegan Stringfield and Tim Powers attended the Wisconsin Library Association annual meeting in Wisconsin Dells in November.



Adult Services Librarian Kate Hull served on the WLA Literary Awards Committee in 2014. This group meets once a month from December to June to select additions to the Notable Wisconsin Authors list, select the recipient for the WLA Literary Award, and choose books to receive outstanding achievement recognition. Kate will be the co-chair of the committee in 2015.

Facility

An enclosed storage area was created in the underground parking garage to safely store snow removal equipment and pallets of books for the Friends of the Library's book sales. And in July, the Fitchburg Library received its LEED plaque, showing that we are officially a Gold certified LEED building.

